

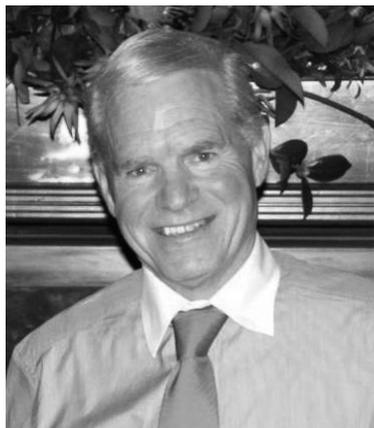
## NEW ZEALAND PLANT PROTECTION MEDAL

This medal is awarded by the New Zealand Plant Protection Society to honour those who have made exceptional contributions to plant protection in New Zealand in the widest sense. The medal is awarded for outstanding services to plant protection, whether through research, education, implementation or leadership.

Ken Jeffery was awarded the New Zealand Plant Protection Medal in 2009. Ken was raised on a nursery and stonefruit orchard in Central Otago. His connection with horticulture continued when he joined the workforce in 1961 as a trainee for the New Zealand Fruitgrowers Federation Ltd. During his career Ken has held a number of roles, which culminated in him becoming the Technical Manager of Fruitfed Supplies in 1991, a position he held until he retired in June 2009.

Ken played a pivotal role in the introduction of integrated pest management (IPM) into the New Zealand horticultural industry. In particular, his research trials frequently broke new ground in plant protection and were instrumental in the introduction of new, IPM-compatible pesticides. For example, the registration for pipfruit and grapes of tebufenozide (Mimic®), an insect growth regulator, enabled these industries to move away from calendar spraying of organophosphates and allowed biological control to become an effective option for pest management. Another area where the research carried out by Ken was invaluable to the horticultural industry was with sterol-biosynthesis inhibitor fungicides, especially myclobutanil (Systhane®), which was shown to be effective against powdery mildew in both apples and grapes.

Ken's involvement in IPM extended beyond his research, where he played a vital role in facilitating the shift in the mindset of growers away from calendar-based spraying to the new practices of IPM. Every year Ken spent much of the late winter–early spring travelling throughout New Zealand to give seminars on the latest developments in horticultural crops to growers and other industry personnel. Crop protection wall charts were prepared annually to ensure growers had the most up-to-date advice each season. Ken actively sought feedback from the industry on registered products and IPM programmes, and was especially concerned with developing and implementing resistance management strategies to maintain efficacy of the fungicides for black spot control.



During Ken's 47-year career there have been numerous highlights. These include being a guest lecturer at Lincoln College in plant protection and fruit production courses, a member of Lincoln's Research Orchard Committee, secretary and later president of the Canterbury New Varieties Committee, secondment as Technical Advisor to the New Zealand Apple and Pear Marketing Board for 8 years and appointment as a fruit specialist referee to the Agricultural Pesticides Board.